

## Improving School Safety with Safety Shield: Video Script

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Bring Intrado Safety Shield To Your District Today!

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### **(Intrado Safety Shield)**

### **(Mary Boyd, VP of Regulatory Policy and External Affairs at Intrado Life and Safety)**

Hello, thank you for taking a moment out of your very busy day to review this video presentation on a very important tool that will greatly enhance the safety of our schools. The Florida soft panic app law, also known as Alyssa's Law, is another progressive step to ensure our students and staff are safe in the times of an emergency. Connecting the soft panic app on your phone directly to your local 911 center ensures that help will be on the way during times of emergencies.

My name is Mary Boyd, and I'm Vice President of Regulatory Policy and External Affairs for Intrado Life and Safety, and I do have 35 years of public safety experience both in the Public sector as well as the Private sector, and I serve in many leadership roles throughout the country today. So why is my background important to this presentation? It demonstrates Intrado's commitment to Public Safety Leadership and to developing 911 solutions. Over the last 40 years our company has served our country very well by developing technologies that your 911 centers and first responders use every day. We continue to lead the way in Public Safety and in 911 innovation, developing critical communications and data necessary to help keep people safe.

Intrado's latest development of Safety Shield, designed specifically for the Education market, is another solution that will save lives. Developed for the K-12 Education community, it was engineered to integrate directly with your local 911 system and its personnel, keeping them engaged and able to prioritize when emergencies happen on school facilities. This technology brings data rich information directly to the 911 personnel without any intervention, so when seconds count and detailed data is needed, Intrado Safety Shield has used industry standards to develop and achieve this technology. With over 60% of all the 911 centers in the United States using Intrado 911 solutions, it only makes sense to integrate this product directly with your 911 system. Today, over 90% of all emergency calls made in the United States do touch our company in some fashion. Intrado does know 911 very well.

So I want to thank you again for viewing this video. And so now let's learn how you can take advantage of Intrado's long history in keeping citizens and students safe.

### **(The SchoolMessenger Difference)**

SchoolMessenger, Intrado's Education group and K12 suite of services, is the leading provider of School Emergency communications in North America, facilitating school to home communication for over 22 years.

Over 6000 individual school districts trust SchoolMessenger to deliver these highly critical notifications.

65 of the top 100 school districts, use SchoolMessenger services.

While over 64% of Florida school districts are existing SchoolMessenger customers.

SchoolMessenger is greatly experienced in the complex data handling and integration set ups of K12 Districts.

With over 130 integration partners, our team has a deep understanding of K12 technology environments and works directly with customers to solve even the most complex problems.

### **(The Intrado Difference)**

Intrado is the most trusted name in Public Emergency Services. For over 40 years Intrado has been at the forefront of 9-1-1 services and partners with Public Safety Answering Points or PSAPs (where your 911 calls get answered).

Over 90% of the 911 calls made across North America touch Intrado services in some way and in Florida alone, over 50% of PSAPs use Intrado's industry leading 911 Call Handling Equipment called VIPER.

Intrado provides mission-critical 9-1-1 equipment and services and supports the nation's ALI database that provides critical location data to 911 dispatchers. This is crucial to any 911 call, and a key component to the Safety Shield panic button press.

Intrado is the only provider with the expertise and understanding to ensure that no matter how a request for help comes in, 911 direct dial, soft panic button, or physical panic button, that request makes it to the correct PSAP.

In addition to Intrado's expertise in the 911 field we are also influencers of public safety policy. Intrado is a member of Homeland Security's National Critical Infrastructure, and several of our employees are on various boards of governance such as the FCC and others. Intrado is the leading choice to provide the services you need to comply with Alyssa's Law.

### **(Why Safety Shield?)**

Safety Shield is the culmination of our expertise in Public safety and K12 Communications, bringing together over 22 years of experience with K12 Education Environments and over 40 years of Public Safety Services, Intrado Safety Shield is the only true End-to-End, Fully PSAP integrated Safety and Crisis Management Tool on the Market today.

Intrado Safety Shield is fully Alyssa's law compliant, but also flexible and customizable enough to meet the rigorous and demanding needs of K12 Educational Environments.

With Safety Shield, both PSAPs and schools can effectively close communication gaps and save critical time during incidents.

### **(Let's Take A Closer Look)**

The Safety Shield App provides role-based permissions to assigned Events and quickly distributes key instructional information to staff during an Incident.

To activate an Event, staff can press and hold the Panic Button, and would be provided with any of their assigned Event Types.

Event types are completely configurable in nature, and can be activated through the app, through physical panic buttons and wearables, and integrated with SchoolMessenger Communicate.

Once an Event Type is selected, Staff would include Event details and see options for Drill mode and video or photo attachments.

When an Event is activated, each Event can be configured to then notify key staff and guardians through direct Phone, Email, and SMS messages.

A quick 911 dial option is also available.

If necessary, select event types can either notify your on-premise security teams or notify your local PSAP (911 dispatchers) directly.

Admins can review the incident in app.

During an Event, Admins can escalate or evolve the event, should the situation change.

Just as before with an escalated event, event details are submitted, and each interaction is logged and documented.

Here, we can see use of the optional image or video attachment. It can be captured real time or an existing photo or video can be uploaded.

Once an event is escalated, timeline and post incident reports will merge.

Event activation also sends role-based checklists to staff members, providing detailed instructions to Staff and Admin visibility to Event Management.

Additional comments can also be submitted to alert Administrators and provide additional information.

Built in Chat tools let staff members coordinate during an incident.

Reunification tools leverage Communicate and District Student Information Systems for Guardian and Student associations to help staff verify guardians with pick up rights. Staff verification is required and provides a log of who students were reunited with and by whom.

### **(Deep Integration With Local PSAPs)**

Event activation can also distribute Emergency Contact Information, Emergency Response Plans, and Floor plans to 911 dispatchers.

That information is available to the PSAP via direct integration with Intrado software or a free, easy to configure API for any other call handling equipment. Accessed via the Additional Data Repository or ADR button, First Responders instantly have access to all the information they need to coordinate response.

Here we can see that information. The floor plan is made available directly in context on a map. Additional information is available instantly including emergency contact information, ERP information School Website and more.

#### **(Mobile App and Support for Panic Buttons)**

Safety Shield can also support Physical Panic buttons if needed, while the Mobile App provides greater flexibility for staff “on the go.”

Through the App, Staff can initiate alerts using devices your staff are familiar with from wherever they may be located (on or off-premise) and will be able to Rapidly request assistance or activate lockdowns and other events, among other features...

#### **(Training And Support When You Need It)**

Much like our other SchoolMessenger K-12 services, we also provide unlimited support and training. With role-based support built into Safety Shield dashboards and our 24/7 assistance, you and your staff will have help when you need it.

#### **(Bring Intrado Safety Shield To Your District Today!)**

We hope you choose Intrado-SchoolMessenger for our best in class K12 and Safety solutions.

#### **(Closing)**

Thank you for your time in reviewing Intrado Safety Shield. To learn more and schedule a deeper demonstration, please visit [www.schoolmessenger.com/alyssas-law-florida](http://www.schoolmessenger.com/alyssas-law-florida).